

## **Programs Directors Training**

*Campaign Consultation, Inc will be holding two workshops on the below topics.*

### **THE VALUE OF YOUR PROGRAM'S BRAND – 3 hours**

If you want your program and organization to successfully compete for individual donors, corporate support, foundation proposals, etc. you need to understand the value of a strong, compelling brand. Prior to entering relationships, your program should reflect a clear identity through name, logo symbol, colors, customer message – everything which makes your product, service, contact, etc. considered as unique. You will learn about inside-out and outside-in marketing and how brand loyalty begins within your organization in order to generate the outside resources to support your mission. Participants will be able to link newly gained awareness and knowledge to reality back home as you prepare action plans that augment connections with your target donor audience.

*Paired with*

### **CAUSE RELATED MARKETING AND “BUSINESS PARTNERSHIPS” – 3 hours**

Not for the faint of heart ... cause related marketing is not charity ... its all business. Companies will partner with NPOs by handing over a portion of their advertising budgets in exchange for your brand as long as they see bottom-line revenue growth. A cause related marketing relationship with a company is much like a planned giving relationship with an individual donor ... both represent relationships of respect, admiration, commitment and trust. By the way, these relationships are not only between national and international partners. Similar relationships can be cultivated between a local small business and local small NPO. This session addresses such issues as protecting your organization's value and brand; understanding the risks/rewards to your organization, negotiating a win/win, etc.

